

**RESTATEMENTS AND AMENDMENTS****In the Claims:**

The following is a list of claims currently pending in this application and their current status. This listing of claims replaces all prior versions and listings in this application.

1. (Cancelled)
2. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein a pair of the good identifier and event type identifier attributes associate a single good at a single store with one of the plurality of events.
3. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein a pair of the good identifier and event type identifier attributes associate a single good at a group of stores with one of the plurality of events.
4. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein a pair of the good identifier and event type identifier attributes associate a group of goods at a single store with one of the plurality of events.
5. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein a pair of the good identifier and event type identifier attributes associate a group of goods at a group of stores with one of the plurality of events.
6. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the attributes of the causal calendar further include an impact estimate quantity corresponding to the impact of the event on sales.
7. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools are adapted to basic retail goods.
8. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools are adapted to seasonal retail goods.
9. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools are adapted to fashion retail goods.
10. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools

operate on daily or more frequent period forecasts.

11. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools operate on weekly forecasts.

12. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools operate on pairings of individual goods in individual stores.

13. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools operate on groups of goods in individual stores.

14. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools operate on individual goods in groups of stores .

15. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical tools operate on groups of goods in groups of stores.

16-19. (Cancelled)

20. (Currently amended) The method of claim 100 ~~[[96]]~~, wherein the analytical reports include open to buy reports.

21. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event type identifier attributes associate a single good at a single store with one of the plurality of events.

22. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event type identifier attributes associate a single good at a group of stores with one of the plurality of events.

23. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event type identifier attributes associate a group of goods at a single store with one of the plurality of events.

24. (Previously presented) The method of claim 20, wherein a pair of the good identifier and event type identifier attributes associate a group of goods at a group of stores with one of the plurality of events.

25. (Previously presented) The method of claim 20, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the

impact of the event on sales.

26. (Previously presented) The method of claim 20, wherein the analytical tools are adapted to basic retail goods.

27. (Previously presented) The method of claim 20, wherein the adapted to seasonal retail goods.

28. (Previously presented) The method of claim 20, wherein the analytical tools are adapted to fashion retail goods.

29. (Previously presented) The method of claim 20, wherein the analytical tools operate on daily or more frequent period forecasts.

30. (Previously presented) The method of claim 20, wherein the analytical tools operate on weekly forecasts.

31. (Previously presented) The method of claim 20, wherein the analytical tools operate on pairings of individual goods in individual stores.

32. (Previously presented) The method of claim 20, wherein the analytical tools operate on groups of goods in individual stores.

33. (Previously presented) The method of claim 20, wherein the analytical tools operate on individual goods in groups of stores.

34. (Previously presented) The method of claim 20, wherein the analytical tools operate on groups of goods in groups of stores.

35-38. (Cancelled)

39. (Previously presented) The method of claim 96, wherein the analytical reports include markdown management reports.

40. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event type identifier attributes associate a single good at a single store with one of the plurality of events.

41. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event type identifier attributes associate a single good at a group of stores with one of the plurality of events.

42. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event type identifier attributes associate a group of goods at a single store with one of the plurality of events.

43. (Previously presented) The method of claim 39, wherein a pair of the good identifier and event type identifier attributes associate a group of goods at a group of stores with one of the plurality of events.

44. (Previously presented) The method of claim 39, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

45. (Previously presented) The method of claim 39, wherein the analytical tools are adapted to basic retail goods.

46. (Previously presented) The method of claim 39, wherein the analytical tools are adapted to seasonal retail goods.

47. (Previously presented) The method of claim 39, wherein the analytical tools are adapted to fashion retail goods.

48. (Previously presented) The method of claim 39, wherein the analytical tools operate on daily or more frequent period forecasts.

49. (Previously presented) The method of claim 39, wherein the analytical tools operate on weekly forecasts.

50. (Previously presented) The method of claim 39, wherein the analytical tools operate on pairings of individual goods in individual stores.

51. (Previously presented) The method of claim 39, wherein the analytical tools operate on groups of goods in individual stores.

52. (Previously presented) The method of claim 39, wherein the analytical tools operate on individual goods in groups of stores.

53. (Previously presented) The method of claim 39, wherein the analytical tools operate on groups of goods in groups of stores.

54-95. (Cancelled)

96. (Previously presented) A computer-implemented method of generating reports from forecasted unit inventory and unit sales on a bottom-up per-store basis for a multitude of items at a plurality of stores, including:

unifying treatment of promotion and non-promotion events that impact demand across the items and the stores and that impact particular items at particular stores by tracking a plurality of promotion events and a plurality of non-promotion events with a unified causal event calendar,

which said causal event calendar is a data structure stored in computer readable memory, wherein an event data tuple for an event in the causal event calendar includes at least a good identifier, a store identifier, a start date, a stop date and an event type identifier;

forecasting unit inventory and unit sales at a per-item, per-store level using the causal event calendar, by identifying one or more events applicable to an item-store pair and using the event type identifiers for the applicable events to automatically select a demand modifiers that correspond to demand impacts caused by the events; and

generating, from results of the forecasting using the causal event calendar consistently across analytical tools, analytical reports for ordering, distributing, and bottom-up planning prepared using at least some of the per-item, per-store level event detail from the causal event calendar.

97. (Currently amended) The method of claim 100 ~~[[96]]~~, further including as event types with corresponding event type identifiers, events involving decisions by a retailer and exogenous factors, wherein

the decisions by the retailer include price promotions, advertising promotions, promotions of substitute or complementary products, removal of substitute or complementary products from a selling assortment, and new product introduction; and

the exogenous factors include approaching holiday events, seasonal events, and special events in a city that increase customer traffic at a store.

98. (Currently amended) The method of claim 100 [~~96~~], wherein generating analytical reports consistently using the causal calendar data structure further includes reports to support:

- ordering items from suppliers,
- allocating item inventory for seasonal or fashion items received from suppliers among stores,
- distributing items from a distribution center to stores,
- bottom-up planning of sales, on-hand inventory and receipt of items into inventory,
- top down planning that aggregates items at levels higher than individual items,
- open to buy management reports that compare future inventory levels aggregated to a department level or higher with budgeted levels of inventory investment, and
- markdown management that recommends timing and level of markdowns of seasonal or fashion items in order to sell out available inventory by a predetermined out date.

99. (Previously presented) The method of claim 97, wherein generating analytical reports consistently using the causal calendar data structure further includes reports to support:

- ordering items from suppliers,
- allocating item inventory for seasonal or fashion items received from suppliers among stores,
- distributing items from a distribution center to stores,
- bottom-up planning of sales, on-hand inventory and receipt of items into inventory,
- top down planning that aggregates items at levels higher than individual items,

open to buy management reports that compare future inventory levels aggregated to a department level or higher with budgeted levels of inventory investment, and

markdown management that recommends timing and level of markdowns of seasonal or fashion items in order to sell out available inventory by a predetermined out date.

100. (New) A computer-implemented method of generating reports based on forecasting unit inventory and unit sales on a per-store basis for a multitude of goods at a plurality of stores, including:

presenting multiple users with an interface for and collecting event data regarding pluralities of promotional events and non-promotional events that apply to individual stores and individual goods and that apply to hierarchically arranged groups of stores and groups of goods, whereby the hierarchical groups simplify entry and maintenance of event information for forecasting;

updating a causal event calendar with the collected promotion and non-promotion event data, wherein the causal event calendar is a database that stores the event data for the multitude of goods at the plurality of stores in event data tuples, which include at least a good identifier, a store identifier, a start date, a stop date and an event type identifier;

forecasting unit inventory and unit sales at a per-good, per-store level using the causal event calendar, by identifying one or more events applicable to a good-store pair and by using the event type identifiers to automatically select one or more demand modifiers that correspond to demand impacts caused by the applicable events; and

generating, from results of the forecasting using the causal event calendar consistently across analytical tools, analytical reports for ordering, distributing, and bottom-up planning.